



AOT in Action

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from Director Sherry Henry:

Good afternoon,

This week, two of our industry partnerships will be recognized by the Arizona State Parks Board for their integral role in broadening the awareness of Arizona's cultural, wildlife-viewing, and outdoor tourism offerings.

The [Arizona Council for Enhancing Recreation & Tourism](#) and [Arizona's Watchable Wildlife Tourism Association](#) will be officially recognized by the state parks board for their efforts in promoting tourism and recreation opportunities on Arizona's public lands and rural and tribal areas.

AOT has been involved in both these programs over the years and we couldn't be more thrilled at the recognition these dynamic programs will receive. Thanks to our program partners for their participation and contributions to these great resources.

For more information on either one of these programs, visit <http://azot.gov/community-resources/arizona-council-for-enhancing-recreation-tourism> or <http://www.azwatchablewildlife.org/>.

Also, as a reminder, AOT's first [***Interactive Marketing: Social Media Basics for Tourism Businesses***](#) workshop is this Wednesday! Registration details are in the AOT News section below.

Have a great week,

Sherry Henry
Director, Arizona Office of Tourism

AOT News

Learn How to optimize your Social Media Presence at AOT's Next Arizona Tourism Workshop!

AOT is proud to present the Arizona Tourism University (ATU) workshop series, ***Interactive Marketing: Social Media Basics for Tourism Businesses***.

Whether you have just started or you are a social media expert that just wants to learn more, the ATU complimentary workshop ***Interactive Marketing: Social Media Basics for Tourism Businesses*** offers insider information on how to optimize your social media's performance and become more strategic in your efforts.

Workshop presenters [Off Madison Ave](#) will cover the basics of the top platforms – Facebook, Twitter, YouTube and Blogs – and how you can utilize each one in a manner that will help you reach key business objectives.

Based on social media work with the City of Palm Desert, Arizona Highways Magazine and the Arizona Office of Tourism, the ***Interactive Marketing: Social Media Basics for Tourism Businesses*** presentation is tailored to the tourism industry and will help you gain an understanding of how to strategically approach social media.

Register now for any one of the available ***Interactive Marketing: Social Media Basics for Tourism Businesses*** workshops below!

This workshop session is the first in a series of workshops produced by AOT and scheduled for FY12. This fiscal year, AOT has collaborated with the [Arizona Commission of the Arts](#) in a unique partnership to broaden workshop opportunities. Be sure to review the complete [FY12 ATU schedule](#).

Workshops are all complimentary!

November 30

9:00 a.m. – 12:00 p.m.

[Prescott College Art Gallery at Sam Hill Warehouse](#)

232 North Granite Street

Prescott, AZ 86301

To register, visit <http://www.azot.gov/marketing-programs/arizona-tourism-university/workshop-registration>

December 7

1:00 – 4:00 p.m.

[Cochise College - Benson](#)

1025 State Route 90

Benson, AZ 85602

To register, visit <http://www.azot.gov/marketing-programs/arizona-tourism-university/workshop-registration>

December 9

10:00 a.m. – 12:00 p.m.

Webinar

To register, visit: <https://www1.gotomeeting.com/register/641509616>

New York Media Attend Annual AOT Media Marketplace

AOT hosted the New York Media Marketplace, November 15 in collaboration with statewide industry partners including the Chandler Tourism Office, Cultivate Santa Cruz, Enchantment Resort & Mii Amo Spa, Flagstaff Convention and Visitors Bureau (CVB), Glendale CVB, Greater Phoenix CVB, Hotel Valley Ho, Forever Resorts, L'Auberge de Sedona, Mesa CVB, Musical Instrument Museum, Navajo Tourism, Scottsdale CVB, Talking Stick Resort and Casino, Tempe Tourism Office, Metropolitan Tucson CVB, and the Yuma Visitors Bureau.

The event took place at Studio 450 in Manhattan and was attended by more than 80 media representatives including freelance writers and various media outlets such as Wine Spectator, Family Circle, Travel and Leisure, and AFAR Magazine. Thanks to all attending partners, Todd and Kelly Bostock of Dos Cabezas Wineworks, and Chef Freddie Bitsoie for their participation and contributions. For more information please contact Kara Woroniec at 602-364-3715 or via email at kworoniec@azot.gov.

Next Stop, Toronto Media Marketplace!

After the New York Media Marketplace, AOT hosted the Toronto Media Marketplace, November 16 with statewide industry partners including the Chandler Tourism Office, Greater Phoenix CVB, Forever Resorts, L'Auberge de Sedona, Musical Instrument Museum, Scottsdale CVB, Tempe Tourism Office, Tucson CVB, and the Yuma Visitors Bureau.

The event took place at Panorama in the Manulife Center of downtown Toronto and was attended by more than 60 media representatives. Many freelance writers attended in addition to media representatives from news publications including Globe and Mail, Toronto Star, Toronto Sun, along with Canadian magazines such as More, Canadian Geographic, DINE, and Zoomer. Thanks to our attending partners for participating in the successful event. For more information please contact Kara Woroniec at 602-364-3715 or via email at kworoniec@azot.gov.

Upcoming Events & Activities

National Tour Association Marketplace

Date: December 5 – 10

Location: Las Vegas, NV

Golf Shootout Press Trip

Date: December 5 – 9

Location: Tucson and Southern Arizona

[UK Media Mission](#)

Dates: January 30 – February 3, 2012

Location: United Kingdom

Industry News

Amex Report Shows U.S. Consumers Spending More, But Carefully

Some Americans are opening their wallets to spend on big-ticket items, according to the newly released American Express Q3 2011 Business Insights Spend Sights report. But, in an uncertain economic climate, consumers remained cautious as they selected value overall, choosing carefully when to splurge. Airline tickets were among the areas worth indulging in while consumers chose value hotels and limited frequent retail purchases.

Consumers traveled in style while remaining budget conscious, resulting in disparate spending trends across the airline and lodging industries. First class and business class airline tickets proved worth splurging on across all business and consumer groups. Even average consumers opted for luxury in the sky, increasing spend on first class by 9.6 percent while decreasing spend on economy tickets. In lodging, however, value proved the key consideration, especially among large businesses, which increased spending on economy lodging by 41.6 percent and ultra-affluent consumers, who increased spend by 20.2 percent. (*Travel Pulse, November 21*)

DOT Reports 2.9 Percent Rise in Passenger Airline Employment

U.S. scheduled passenger airlines employed 2.9 percent more workers in September 2011 than they did in September 2010, the U.S. Department of Transportation's Bureau of Transportation Statistics (BTS) reported. This is the 10th consecutive increase in full-time equivalent employee (FTE) levels for the scheduled passenger carriers from the same month of the previous year.

The September FTE total of 388,641 for the scheduled passenger carriers was 10,965 more than that of September 2010 and the highest employment number since April 2009.

Of the network airlines, only Alaska Airlines and United Airlines decreased employment from September 2010 to September 2011. Continental Airlines reported 13.2 percent more FTEs in September 2011 than in September 2010, the largest increase among the network carriers. US Airways followed Continental with a 3.1 percent increase. Network airlines operate a significant portion of flights using at least one hub where connections are made for flights to down-line destinations or spoke cities.

All the low-cost carriers reported more FTEs in September 2011 than in September 2010 except for Allegiant Air and Frontier Airlines, which reported a 4.5 percent decrease and a 1.3 percent decrease, respectively. The low-cost carriers with more reported FTEs are Virgin America Airlines, Spirit Airlines, JetBlue Airways, AirTran Airways and Southwest Airlines.

Among the regional carriers, the four carriers reporting reduced employment levels compared to last year were Mesa Airlines, Mesaba Airlines, Comair, and Air Wisconsin. Delta employed the most FTEs in September among the network airlines, Southwest employed the most FTEs among low-cost airlines, and American Eagle Airlines employed the most FTEs among regional airlines. Five of the top six employers in the industry are network airlines.

The network airlines employed 6,888 more FTEs in September 2011 than in September 2010. All network carriers except Alaska and United increased FTEs from September 2010 to September 2011,

The network airlines employed 6,186 fewer FTEs in September 2011 than in September 2007 even though America West's numbers were not combined with US Airways in the network category until October 2007. United reported the biggest percentage decline in FTE employment from 2007 to 2011, down 16.9 percent, followed by American Airlines, down 9.4 percent. September 2011 numbers for Delta and US Airways are not comparable to 2007 because of the intervening mergers.

Low-cost airline FTEs were up 5.9 percent in September 2011 from September 2010, the largest year-to-year increase since September 2007. All low-cost airlines except Allegiant and Frontier reported year-to-year increases.

Regional airline FTEs were up 2 percent in September 2011 compared to September 2010. Colgan Airlines and Shuttle America reported the largest percentage increases. Comair and Mesa reported the largest percentage decreases. For more information, visit www.dot.gov. (*Travel Pulse*, November 21)

Upscale Hotels Lead ADR, RevPAR Increases in October

The upscale segment reported the largest average-daily-rate and revenue-per-available-room increases in October 2011, according to data from STR. The segment's ADR rose 4.7% to US\$115.97 and its RevPAR increased 7.7% to US\$85.35.

Overall, the U.S. hotel industry's occupancy rose 2.9% to 63.1%, its ADR was up 3.9% to US\$104.99, and its RevPAR increased 7% to US\$66.20. Among the chain-scale segments, the upper-midscale segment reported the largest occupancy increase, rising 3.4% to 65%, followed by the independent segment with a 3.2% gain to 59.5%.

None of the chain-scale segments reported performance decreases during October. Among the top 25 markets, Detroit, Michigan, reported the largest occupancy increase, rising 10.4% to 64.5%, followed by Nashville, Tennessee, with a 10.3% increase to 67.8%. New Orleans, Louisiana, fell 3.1% in occupancy to 69.6%, posting the largest decrease in that metric.

Four top markets experienced double-digit ADR increases: San Francisco/San Mateo, California (+19.4% to US\$188.24); Miami-Hialeah, Florida (+12% to US\$141.37); Nashville (+11.9% to US\$99.15); and St. Louis, Missouri-Illinois (+11.4% to US\$91.75). Atlanta, Georgia (-1.6% to US\$87.02), and Washington, D.C. (-0.5% to US\$158.80), reported the only ADR decreases.

Nashville jumped 23.5 percent in RevPAR to US\$67.25, achieving the largest increase in that metric, followed by Miami-Hialeah (+22.4% to US\$105.71) and San Francisco/San Mateo

(+20.4% to US\$161.27). Atlanta fell 3.8% in RevPAR to US\$52.98, posting the largest decrease in that metric, followed by Washington, D.C., with a 1.8% decrease to US\$117.56. *(Smith Travel Research, November 21)*

US Airways adds SkyWest as Regional Operator

US Airways Group Inc. said Monday it will add SkyWest Airlines to the list of carriers operating US Airways Express regional flights, beginning Dec. 16. The SkyWest Inc. unit will replace service from Mesa Airlines. It will begin operating six daily flights from the US Airways hub in Phoenix and run about 49 flights to 19 destinations by next spring.

SkyWest will use 14 Bombardier CRJ200 regional jets, which each hold 50 passengers. They will replace the service run by Mesa Airlines. About one-third of US Airways' daily departures in Phoenix are under the US Airways Express banner.

With the broader market down, shares of Tempe-based US Airways fell 18 cents, or 4.1 percent, to \$4.24, and shares of SkyWest fell 19 cents to \$11.71 in afternoon trading. *(CNBC, November 21)*

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting [events, festivals and activities](#) held throughout the Grand Canyon State!

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